PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Distribution DATE: November 5, 1990

FROM: Carolyn Levy

SUBJECT: ADVERTISING TEST RESULTS

Attached are the results of an advertising test conducted this past summer. Copies of the ads included in this research are also attached for your reference.

If you have any questions, please call.

Carolyn Levy

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Source: https://www.industrydocuments.ucsf.edu/docs/nnmj0004